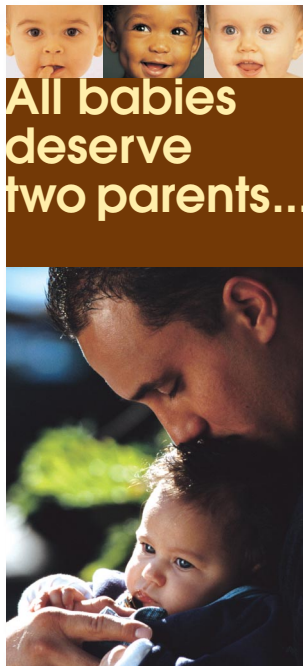


# Working With The Office of Graphic Communications



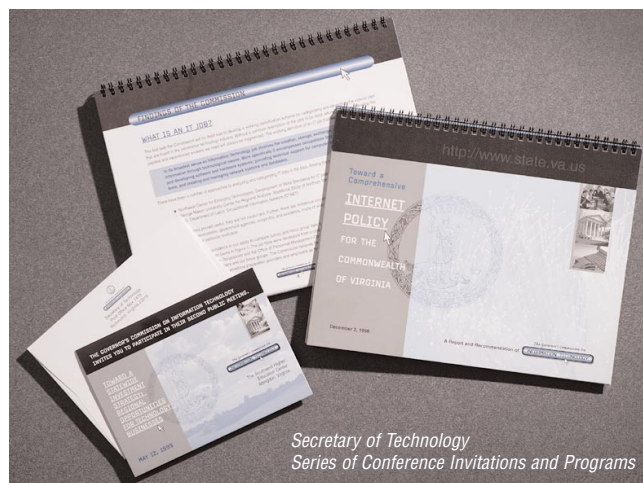
## HISTORY



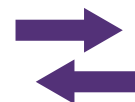
Department of Social Services  
Division of Child Support Enforcement  
Paternity Establishment Brochure

- ◆ Established in 1980 within the Virginia Department of General Services.
- ◆ A creative resource that serves state agencies, colleges and universities, local government and non-profit organizations.
- ◆ One hundred percent self-supported (Internal Service Fund).
- ◆ Reviewed and regulated by the Joint Legislative Audit and Review Commission (JLARC).
- ◆ Mandatory source for design services with estimated costs over \$750.
- ◆ **Full-service creative group offering:**
  - Concept, marketing and cost saving recommendations
  - Creative communication design solutions
  - Web site design consultation and graphics
  - Illustrations, graphs, charts and maps
  - Photography concept and art direction
  - Project management from concept through delivery of the finished product includes coordination of all components of multi-piece promotional packages, as well as, solicitation of bids for copywriting and photography when required.
- Printing management includes recommendations for appropriate printing techniques, papers and inks, detailed print specifications and quality standards, print procurement, review of printer proofs and on-site press approvals.
- ◆ **Typical products designed and produced by OGC include:**
  - Promotion, information and public education campaigns
  - College recruitment packages
  - Logos and identity systems
  - Annual reports
  - Brochures and booklets
  - Magazines and newsletters
  - Web Graphics
  - Posters
  - College and Bookstore catalogs
  - Calendars
  - Museum books, catalogues and brochures
  - Advertisements
- ◆ **Fees:** All services are billed at \$70 per hour plus materials and expenses. The Office of Graphic Communications derives all operating revenues from its fees to other agencies for services rendered and receives no general fund subsidies.
- ◆ **Our Customers**

Our customers include more than 60 state agencies, colleges and universities. We achieve a high level of customer satisfaction through our commitment to excellence. Customers rely on our creativity, experience and willingness to accept projects with short deadlines and tight budgets. We offer individualized, professional services tailored to your program needs and budget.



Secretary of Technology  
Series of Conference Invitations and Programs



## The Design Process

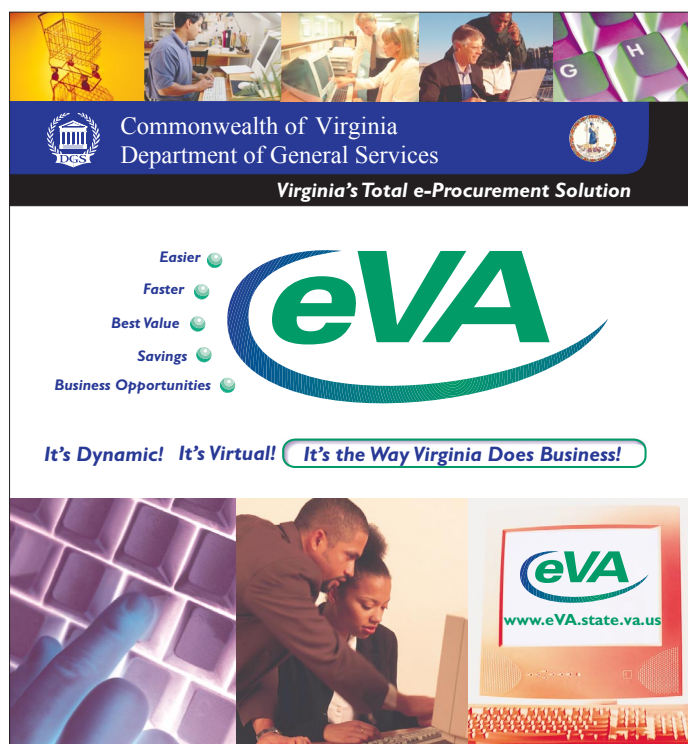
### PROCESS

#### ◆ Your role in the Design Process

In your first meeting with OGC be prepared to provide essential information about your project and agency that will enable us to assess your needs and make appropriate recommendations. Effective communications within your agency in the early stages of a project can eliminate costly alteration charges.

Basic information for your initial meeting with OGC:

- What kind of product is being considered?
- What purpose will the product serve, what should it accomplish?
- Who is the target audience?
- What resource materials are available? (draft copy, research, statistics, agency publications, photographs, previously printed samples you like or dislike)
- What is the budget for the project?
- What is the deadline?



Our graphic designer will meet with you to discuss the design and production process. Upon approval of the estimated costs, OGC requires a state purchase requisition from your agency to initiate the project. There will be several phases of the process that will require review and approval of proofs by the agency representatives.

Typical steps in the process are:

- Consultation and recommendations
- Estimated costs and production schedule
- Receipt of final copy from the agency or copywriter
- Presentation of design options
- Revisions and agency approval of the final design
- Photography and/or illustrations
- Design and layout proofs for review
- Printing specifications and bids
- Final proofs for agency proofreading and approval
- Preparation of materials for printing
- Inspection of printer proofs
- Agency approval of printer proofs
- Inspection of finished product

*Department of General Services, Division of Purchases and Supply e-Procurement Campaign which includes a Logo, Web Site Home Page, Postcard Announcements, Brochure, Vendor and Buyer Kits, and Exhibit Displays*

#### ◆ Our role in the Design Process

An OGC designer will be assigned to your project and will manage every aspect of the job from concept through final delivery. You will be consulted throughout the development of your project. If the scope of a project changes, you will be advised of any impact the change may have on costs and deadlines. This individualized attention guarantees design continuity and efficient project tracking, ensuring that all deadline and budget requirements are met.

#### ◆ Our Billing Process

OGC uses a custom job tracking and billing software system to accurately document all costs of labor, materials and expenses for your project. Billings are issued monthly using interagency transfer (IAT) invoices which are due when submitted to your agency. A detailed breakdown of all services rendered is available.



## Office of Graphic Communications Customers

### CLIENTS

Agriculture and Consumer Services  
Aviation  
Board of Elections  
Board for People with Disabilities  
Business Assistance  
Charitable Gaming Commission  
Clean City Commission  
Conservation and Recreation  
Correctional Enterprises  
Council on Technology Services  
Deaf and Hard of Hearing  
Education  
Employment Dispute Resolution  
Emergency Management  
Emergency Medical Services  
Employment Commission  
Environmental Quality  
Forestry  
Game and Island Fisheries  
General Services  
Gunston Hall Plantation  
Health  
Health Professionals  
Historic Resources  
Housing and Community Development  
J. Sargeant Reynolds Community College  
Juvenile Justice  
Labor and Industry  
Library of Virginia  
Lord Fairfax Community College  
Mary Washington College  
Mental Health  
Mines, Minerals and Energy  
Museum of Fine Arts  
Norfolk State University  
Office of the First Lady



Be River Friendly  
It's Your Backyard

The Rappahannock River Basin Commission

The Rappahannock River Basin Commission  
Logo and Slogan



Virginia Board for People with Disabilities Campaign Poster and Bookmark



Norfolk State University Viewbook,  
Recruitment Brochure and Visitors Guide

Office of the Governor  
Paul D. Camp Community College  
Rehabilitative Services  
Retirement System  
Richard Bland College  
Science Museum  
Secretary of Education  
Secretary of Technology  
Secretary of the Commonwealth  
Social Services  
Southside Virginia Community College  
State Corporation Commission  
State Police  
Supreme Court of Virginia  
Technology Planning  
Tobacco Commission  
Transportation  
Treasury  
University of Virginia  
VCU/MCV  
Virginia State University





## Office of Graphic Communications Staff

### CONTACT

#### Paris Ashton

*Creative Director*

**804-371-8359**

**paris.ashton@dgs.virginia.gov**

Masters of Fine Arts, Visual Communications, Virginia Commonwealth University

Bachelors of Fine Arts, Communication Arts and Design, VCU

Q4L Marketing, Art Director

Paris Ashton Graphic Design, Owner, Art Director

W.M. Brown & Son Color Printers, Graphic Designer

VCU Communications Arts and Design, Adjunct Faculty

AT&T Technology Systems, Graphic Designer

#### Vacant

*Administrative Assistant*

**Main Number: 804-786-4726**

#### Diana Plasberg

*Graphic Designer*

**804-786-8888**

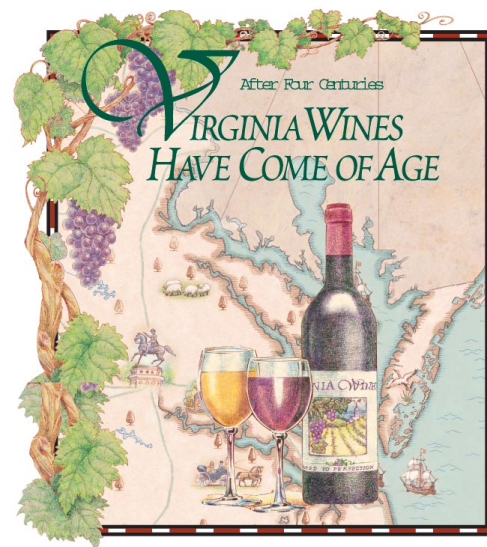
**diana.plasberg@dgs.virginia.gov**

Bachelors of Fine Arts, Communication Arts and Design, VCU

VCU Media Production Services, Graphic Designer

Reynolds Metals Company, Corporate Communications Services, Graphic Designer

VCU Publications, Graphic Design Assistant



*Department of Agriculture, Wine Marketing Campaign which includes a Poster, Table, Shelf and Tent Cards, Blackboard, Wine Identification Wheel, and Banner*



*Department of Business Assistance  
Annual Report, General Information Booklet  
and Division Brochures*

#### Donna Doyle

*Graphic Designer*

**804-371-8358**

**donna.doyle@dgs.virginia.gov**

Bachelors of Fine Arts, Fashion Illustration,

Virginia Commonwealth University

Best Products, Art Director

Donna Roper Advertising Design, Owner, Art Director

Lin Lockhart Advertising, Inc., Art Director

#### Judy Rumble

*Graphic Designer*

**804-786-6279**

**judy.rumble@dgs.virginia.gov**

Bachelors of Science, Communication Design, Buffalo State College

Kauffman and Rumble, Owner, Art Director

Q4L Marketing, Art Director

The Paxton Group, Inc., Graphic Designer



**Infant & Toddler  
Connection of Virginia**

*Department of Mental Health, Mental Retardation and Substance Abuse Services, Early Intervention Program Marketing Campaign which includes a Logo, Brochure, Poster, Advertisements, Consumer Magazine and Provider Kit.*

OGC has established business relationships with a variety of professional services which include copywriting/editing, photography, illustration/technical drawing, web development, service bureaus, printing, exhibit/sign manufacturing and production services.